

# National Storytelling Festival 2018

*Application due to the CVB by July 13, 2018*

*“Hollywood film producers are the most successful storytellers in the film industry. The reason is that they use the same storytelling formula over and over again. The question is whether there is any way to utilize the storytelling formula in tourism.” – Fred Lund*

The Tuscarawas County Convention & Visitors Bureau proposes that our partners take the next step in Experiential Development by developing their “story” better. Helping you to develop an idea, genre, plot, story structure, characters and a dialogue that will translate into more visitors through your door is the proposed next step. We are offering you an opportunity to attend the National Storytelling Festival in Jonesborough, TN from October 5<sup>th</sup> to the 7<sup>th</sup>. There you will be a part of the largest storytelling event in the nation, with over 10,000 participants and hundreds of storytellers – including genres of “Sacred Telling”, “Escaping Home”, “Family Fun” and “Ghost Stories” to name a few from last year’s event.

< <http://www.storytellingcenter.net/> >

- **Pre-Event Requirements:** You will be required to provide the CVB with a 5 minute script that incorporates your site along with a proposed audience for that script. You will be required to “perform” that script on video prior to the October event.
- **On-Site Event Requirements:** You will be at the festival on Friday, Saturday and Sunday from 10:00am to (possibly) 10:00pm. There is a lot of walking as parking is sparse. Dress is casual and temperature changes from the morning through the evening. There are many storytelling opportunities for growth, however, each recipient of this grant will be required to tell their 5 minute story at the festival during the “Exchange Place”, “Swapping Ground” or “Storytelling Studio.” More specific information will come in a few months.
- **After-Event Requirements:** The CVB will video tape your 5 minute story, in appropriate costume/clothing to use on our website. You will be responsible for fine-tuning this story before, during and after the event. You will also be required to perform your 5 minute story to a non-tourism group (e.g., the Rotary, Lions, or senior group).

The CVB will provide up to four (4) partners this opportunity by providing hotel rooms (you may be required to share a room with up to 2 other people); transportation to and from Jonesborough TN (a six hour drive); meals on the road (but not at the event) and a weekend ticket to the event (additional storytelling events can be purchased e.g., the “Midnight Cabaret” is \$25). The total value of this grant is approximately \$1,250 per person. Hotel rooms have been booked in nearby Johnson City, TN (a 20 minute drive). As we get closer to the event, we will have a list of speakers, genres and ways you can continue to learn storytelling. We will leave early Friday, October 5<sup>th</sup> (6 a.m.) and return late on Sunday, October 7<sup>th</sup> (11 p.m.).

- ☐ I understand and accept the requirements for this grant.
- ☐ I will put time and energy to become better at storytelling to give our customers a better experience.
- ☐ I understand that I will be responsible for some expenses during this trip.
- ☐ I understand that there is a limited number of people that can participate and I may not be selected.

If there are more applications can positions, I should be chosen because: \_\_\_\_\_

Name: \_\_\_\_\_

Site: \_\_\_\_\_

Storytelling Theme: \_\_\_\_\_